

Australian Multiple Birth Association

Social media definition, guidelines and disclaimer

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content.

Globally the interest and participation in social media is growing at a phenomenal rate. This interest extends to organisations such as the Australian Multiple Birth Association (AMBA) who are recognising that social media offers new opportunities to engage in conversations with individuals and other communities with shared interests. This document will cover AMBA's social media use and contains the guidelines and disclaimers to appear on AMBA's website and other social media tools.

AMBA is utilising social media in an attempt to:

- Connect with families with or expecting multiples or with individuals who are twins, triplets or more
- Connect with organisations which support AMBA or our families
- Raise the awareness of the support and services offered by AMBA and its affiliated clubs
- To promote clubs, their support, services and events
- Share relevant, interesting and useful information with multiple birth families about parenting twins or triplets
- Increase revenue for AMBA and affiliated clubs through formal product advertising/sponsorship agreements.

Social media may include (although are not limited to):

- social networking sites (eg Facebook, MySpace, LinkedIn, Bebo, Yammer)
- video and photo sharing websites (eg Flickr, YouTube)
- blogs, including corporate blogs and personal blogs
- blogs hosted by media outlets (eg 'comments' or 'your say' featured on all major newspapers' websites)
- micro-blogging (eg Twitter)
- wikis and online collaborations (eg Wikipedia)
- forums, discussion boards and groups (eg Google groups, Whirlpool)
- Video on Demand (vod) and podcasting
- instant messaging (including SMS)
- geospatial tagging (Foursquare)

AMBA's social media presence

- AMBA's Forum <http://www.amba.org.au/forum/>
- Facebook page
[Australian Multiple Birth Association](#)
[AMBA Convention](#)
- LinkedIn - <http://www.linkedin.com/company/australian-multiple-birth-association>
- Twitter
@AMBAConvention
@MultipleBirths

AMBA may choose to like accounts on Facebook, videos on YouTube or follow accounts on Twitter that are involved with, relevant to, or actively discussing multiple-birth-related issues. We may also like or follow companies that provide goods or services for parents with multiples. Being liked by AMBA on Facebook or YouTube, or followed or retweeted by AMBA Twitter handles does not imply endorsement of any kind. Organisations that follow AMBA on social media will not automatically be followed or liked back.

Facebook, YouTube and Twitter and the like are public spaces on the Internet and interactions are publicly viewable and searchable over time.

Links to relevant external websites, Facebook profiles, YouTube videos and Twitter accounts are provided as a convenience to users. Such sites and associated content are not under the control of AMBA. The inclusion of a link does not imply endorsement of that website, service or person by AMBA. AMBA is not responsible for the content or reliability of links, or for any loss or inconvenience arising from their use.

Endorsement/advertisement of a company's products will only occur once a formal advertising or sponsorship agreement has been entered into. Advertising posts will be formal posts. Questions by likers about products, eg prams do not constitute an endorsement of the product by AMBA.

Cross-promotion of another known support organisation or companies offering support or valuable services will happen on an ad-hoc basis. Posting on other pages helps to raise awareness of AMBA; posts do not constitute endorsements.

Opportunities will be taken to encourage businesses to advertise or sponsor AMBA.

Posts and tweets should be apolitical and adhere to AMBA's Code of Ethics and protect AMBA's brand.

Facebook posts/shares vary greatly and include but are not limited to the promotion of clubs, AMBA, AMBA states, ICOMBO, appropriate questions from likers, posts from known community/support organisations, memes/images that are along the lines of our community.

Facebook

A spam filter has been applied for profanities. Posts may be deleted or hidden by administrators where they are not deemed suitable for the site.

Posts by individuals or companies may be deleted if they are deemed by administrators to be advertising, inappropriate or not in conformity with AMBA's Code of Ethics. Where possible the advertisers will be contacted and provided with details about paid advertising options with AMBA or referred to the state/club relevant to the poster's catchment area.

Users will be banned, if deemed appropriate by the administrators; where possible, banned users will be contacted to inform them of this action, however this is not technically possible unless the user has messaged the page.

Medical advice should not be given nor sought via social media. Members making such posts should be referred to their GP, child health nurse or relevant health care professional.

AMBA Forum

The forum will be promoted to raise awareness of the valuable nature of this space for individuals who do not wish to post questions or send tweets due to the public nature of social media.

The forum is of extremely high importance to AMBA as not everyone is on Facebook and even fewer are on Twitter.

The forum has a number of moderators and provides a private and safe space for individuals to connect and share.

It is understood that people are going to social media platforms such as Facebook and may not utilise other websites/forums.

Facebook groups

A number of multiple-birth-related Facebook groups or pages exist that have an Australian focus or a location-based focus. A number of these pages and groups are run by AMBA clubs. Others are run by individuals who have identified a need to connect people associated with the multiple birth world in their local area or nationally and have utilised the free opportunities provided. When identified, AMBA or individuals representing AMBA will like pages or join groups in an effort to promote AMBA and, if possible, connect those location-based groups with a local AMBA club in the hope that they may become a branch of the club or, if interest/numbers are sufficient, the group may be interested in setting up a club. Another option is for individuals to become Associate Members of AMBA.

Referenced documents/Related policies

AMBA Code of Ethics
AMBA Policy and Procedures Manual
AMBA Constitution
AMBA By-laws

Australian Multiple Birth Association Social media guidelines and disclaimer

The Australian Multiple Birth Association (AMBA) actively embraces social media as a means of communication with, and between, individuals who are multiples, parents and carers of multiple birth children.

AMBA's Facebook page is provided as a forum for you to receive support and advice 'from those who know', share ideas and experiences, and connect and form friendships with others in the multiple birth community. You are reminded that Facebook is a public space on the internet and most interactions on the page are publicly viewable and searchable over time. For more information, visit Facebook Privacy Policy (<http://www.facebook.com/policy.php>).

These guidelines will help you understand which types of posts are acceptable and what type of content may be removed by administrators.

- Content posted on AMBA's Facebook page is public and can be viewed by your Facebook friends and by people you don't know.
- Statements, opinions and points of view expressed on this page are those of the authors and do not necessarily represent those of AMBA or affiliated clubs.
- When appropriate, and especially in cases involving health or relationships, AMBA recommends the advice of professionals.
- We ask that you do not pass judgment on others' situations.
- We ask that you respect our Facebook likers by not contacting them for commercial purposes without their consent.
- Soliciting, for example for the purpose of product sales or services, and sales of second-hand items is not permitted. Contact AMBA or a club in your area (www.amba.org.au/clubfinder) for advertising options.
- Prohibited posts include: postings that may be considered discriminatory or harassing, spam or junk type postings, profanity and pornography. Any posts that are inflammatory, abusive or put down others in any way will be removed.
- AMBA reserve the right to edit or delete any posts or other items that they consider to be in breach of these guidelines in any way.
- AMBA reserves the right to alter these guidelines at any time.
- Please note, all administrators volunteer their time to ensure we have a great forum. Please understand this can be a tough job at times and they are doing the best job they can!

Participation guidelines

We aim to post relevant, interesting content and welcome your comments and suggestions. We want all members of our social media networks to feel comfortable entering into informed debate and discussion. We want this to be an open and honest forum. We also want posts to be courteous and to not cause offence, especially to any participants under the age of 18.

In participating on this site, you will be deemed to have agreed to the following terms of use:

- Be respectful of other users of this site
- Stay on topic and don't upload content or post a comment that is unrelated to the purpose of this site.
- Don't post or upload content of a partisan political nature.
- Don't post or upload content that is offensive, inflammatory or provocative, including swearing or obscene or vulgar comments.
- Don't post or upload content that is discriminatory.

- Don't post or upload content that breaks the law or encourage others to do so. This includes defamation, breaching privacy, breaching another person's intellectual property rights such as copyright, condoning illegal activity and contempt of court.
- Don't post personal information such as addresses, phone numbers, email addresses or other online contact details relating to either you or other individuals.
- Don't impersonate or falsely claim to represent a person or an organisation.
- Don't make any commercial endorsement or promotion of any product, service or publication.

This site is moderated and, taking the above into consideration, we reserve the right to remove any of the following as not complying with acceptable use:

- Comments, links or images that are partisan political in nature
- Comments, links or images that are obscene, profane or hateful in nature
- Comments, links or images that are sexist, racist or discriminatory
- Comments that threaten any person or organisation
- Comments that defame or harass an individual
- Successive off-topic posts by a single poster
- Links to off-topic personal profiles, groups or pages
- Repetitive posts copied and pasted or duplicated by single or multiple posters
- Solicitations or advertisements
- Comments that encourage illegal activity.

In the event of a post being taken down because it does not comply with acceptable use, where possible the author will be informed of the reason and given the opportunity to resubmit.

Third-party sites or profiles linked from our social media accounts are not controlled, maintained or endorsed by AMBA.

To the extent permitted by law, AMBA is not responsible or liable for any content posted on or uploaded to this site by a user or any content on third-party sites linked to this site.

Please note that AMBA does not endorse any opinions/products on this page not specifically posted by AMBA. Additionally AMBA is not responsible for the accuracy of the claims, information, advice or comments posted by fans and visitors of the page. We strongly encourage fans of this page to respect fellow community members and to follow Facebook's Statement of Rights and Responsibilities. AMBA retains the right to remove any content that does not comply with the above guidelines.

Disclaimer

Listings and information contained in this Facebook page are intended for general use and no warranty is made that the information is accurate or correct. Advertising, the use of product names or the mention of service providers on this Facebook page does not constitute an endorsement of that product by this Association nor does it guarantee the quality of the product or service. Statements, opinions and points of view expressed on this page are those of the authors and do not necessarily represent those of AMBA or affiliated clubs.

Information contained herein is not a substitute for personal, financial or medical advice. Readers are urged to consult their financial advisors and health care providers about specific problems or questions.